

Jeep® Brand Debuts 'Earth Day: Video Conference Call' Across Social Media Channels to Celebrate Earth Day and Arrival of the New 2021 Jeep Wrangler 4xe

April 22, 2021, Auburn Hills, Mich. - The Jeep® brand's newest social media video, arriving on Earth Day, brings together the animals of the world via a video conference call to mark the arrival of the new 2021 Jeep Wrangler 4xe, and it appears they're not much better at the calls than their human counterparts.

In “[Earth Day: Video Conference Call](#),” animals, from apes, owls, snakes, elephants and alligators, to hippos, peacocks, iguanas, lions and wolves (keen observers to the video will see each participant's unique name), suffer technological issues on the call, ranging from “you're on mute” to “make the screen bigger” to others who have joined the meeting late and ask, “what did I miss?”.

Prior to the launch of this video, the Jeep brand debuted the 60-second “[Earth Odyssey](#)” video during the 2021 Golden Globes in February, paying homage to the iconic film “2001: A Space Odyssey,” but with a twist. The “Earth Odyssey” video takes viewers on a global quest with the Wrangler 4xe through many of Earth's different terrains and climates. While the Jeep explores these landscapes, animals sing along to the iconic classical music recording of “Also Sprach Zarathustra,” frequently associated with the film. The grand finale arrives at an iconic monolith with the new Jeep Wrangler 4xe plugged into it, charging.

The ongoing “Earth Odyssey” campaign is created by the Jeep brand in partnership with Chicago-based agency Highdive.

Additionally, Jeep enthusiasts can explore the [Jeep Store by Amazon](#) for new 4xe-branded merchandise, including hoodies, T-shirts, tumblers and phone cases.

2001: A SPACE ODYSSEY and all related characters and elements © & ™ Turner Entertainment Co. (s21)

A New Way to Enjoy the Jeep Wrangler

The [Jeep Wrangler 4xe](#) provides a unique on- and off-road experience. The most advanced powertrain ever developed for a Jeep Wrangler maximizes efficiency with an estimated 49 miles per gallon equivalent (MPGe) while eliminating range anxiety, delivering pure-electric operation for most daily commutes and hours on the trail.

The 2021 Jeep Wrangler Sahara 4xe and Rubicon 4xe launch editions feature 375 horsepower, 470 lb.-ft. of trail-crushing torque, a 0-60 miles per hour performance time of just 6 seconds and a 17 kWh battery to readily handle most daily commutes and hours on the trail with electric-only power. The first-ever electrified Wrangler will be initially offered on two trim levels, Wrangler Sahara 4xe and Wrangler Rubicon 4xe.

Torque from the electric motors in the Wrangler 4xe's hybrid powertrain arrives instantly on demand from the driver. The powertrain also delivers fuel-saving, seamless start-stop operation of the engine.

Jeep has demonstrated 4x4 capability leadership for 80 years. Jeep vehicles were the first to feature an automatic full-time four-wheel-drive system, first 4:1 transfer case and first electronic front sway-bar disconnect system. Merging electrification into the Jeep lineup is a natural evolution of 4x4 technology.

Jeep Wave® Customer Care Program

Jeep Wave is a premium owner loyalty program filled with benefits and exclusive perks created to give Jeep owners the utmost care and dedicated 24/7 support. The Jeep Wave customer service program is available to the entire 2021 model-year Jeep brand lineup.

Jeep Wave program highlights include:

- Three years of worry-free maintenance at Jeep dealerships, including oil changes and tire rotations
- 24/7 support via phone or online chat
- Trip interruption and first-day loaner coverage
- VIP access to select, exclusive Jeep brand events

Jeep Brand

Built on more than 80 years of legendary heritage, Jeep® is the authentic SUV brand that delivers legendary off-road capability, interior refinement, high-tech features and versatility to people who seek extraordinary journeys. The Jeep brand delivers an open invitation to live life to the fullest by offering a broad portfolio of vehicles that continues to provide owners with a sense of safety and security to handle any journey with confidence. Jeep Wave, a premium owner loyalty and customer care program that is available to the entire Jeep 4x4 lineup, is filled with benefits and exclusive perks to deliver Jeep brand owners the utmost care and dedicated 24/7 support. The legendary Jeep brand's off-road capability is enhanced by a global electrification initiative that is transforming 4xe into the new 4x4 in pursuit of the brand's vision of accomplishing Zero Emission Freedom and added 4x4 capability. All Jeep brand vehicles will offer an electrified variant by 2025.

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